

### **ABSTRACT**

Systems and methods for customizing the presentation of a content-access list based on subscriber-specific information, such as historic viewing preferences and related information are described. An embodiment of the present invention includes a content-access-history database, a content database, and an option list creator, which combines data in the content-access-history and content databases to create lists of content-access options that are customized for individual subscribers. In one embodiment, a subscribers television viewing patterns and related behaviors are analyzed and the options in an electronic program guide (EPG) are filtered and sorted based on the results of the analysis.

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